



Infill checklist

Conduct Infill Committee training

- Create a vision for community's infill efforts
- Develop an action plan, including matching tasks with talent, for writing, photography, clean-up efforts, technology/online posting, relationship building, acting liaison, etc.
- Collectively brainstorm information about community to be used in marketing materials describing the attributes of community, benefits of co-op living, what makes it a great place, etc.

Build relationships with key partners and stakeholders

- Realtor. Select a realtor experienced in manufactured housing sales.
- Retailer/Dealer/Distributor of manufactured homes
- Local officials. Building inspector, provider of low-income housing, selectmen—spread the word about your infill efforts.
- Lender. Is there special financing available for infill?
- Co-op members. There's no better sales tool than word-of-mouth.

Gather knowledge

- About the local real estate market
 - Ask your Realtor for a market analysis of manufactured home sales in the area
 - Negotiate with the Realtor for a flat fee or commission to list/sell homes
 - Sign a listing agreement outlining the scope of work provided by the Realtor
- From the home retailer
 - Ask for a site assessment of the vacant lots. This should indicate the site's size and the most suitable home size for the lot.
 - Ask the retailer to create a product page outlining the site specifications.

- Request a quote from the retailer for the cost of a new home, including site preparation, transportation, installation, skirting, oil/propane tank, any decks/steps, and outbuildings or sheds provided. (*Suggestion: Energy Star packages and sheetrock walls are a selling point.*)

Market the community!

- Realtor creates listing sheets containing home specifications, details, and photos for distribution by board, members and throughout the community (library, town hall, community center, etc.)
- At entrance of community, post sign or banners announcing homes for sale. Get creative with banner: “Live here, less expensive than renting”
- Post all marketing online and on social media
 - MH Village
 - Facebook
 - Craigslist
- Host an open house with special promotions: Free lot rent for three months, etc.
- Offer community members a finder’s fee of one to three months free lot rent if they bring a new member into the community.